

Message Text

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FOR COMMERCE

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SUBJ: HOTEL, MOTEL, RESTRAUANT TRADE MISSION , OCTOBER 1978

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1. A HOTEL, MOTEL RESTAURANT EQUIPMENT TRADE MISSION, OCTOBER 1978 WOULD BE IDEAL. BOTH THE ACCOMMODATION AND FOOD SERVICE INDUSTRY ARE CONFIDENT THAT PROSPECTS FOR CONTINUED INCREASES OVER A 19778HIGH POINT ARE QUITE GOOD. SEVERAL FACTORS CONTRIBUTE OO THEIR OPTIMISM. FIRST, QUEENSLAND IS THE TRADITIONAL INTERNAL VACATION DESTINATION FOR AUSTRALIAN TOURISTS. SECOND, EXPECTED REDUCTIONS IN INTERNATIONAL AIR FARES TO AUSTRALIA WILL BRING IN MORE FOREIGN VISITORS. THIRD, THE COMMONWEALTH GAMES WITH A LARGE INFUX OF BOTH ATHELETS AND SPECTATORS, ARE SCHEDULED FOR BRISBANE IN 1982. THIS WILL BRING LARGE AMOUNTS OF BUSINESS TO THE NEARBY GOLD AND SUNSHINE COASTS AND PROBABLY GENERATE SOME ADDITIONAL BUSINESS FOR OTHER DESTINATIONS, ESPECIALLY THE GREAT BARRIER REEF. APPROXIMATELY 100 MILLION DOLLARS OF TOURIST ACCOMODATIONS, RECREATION AREAS, ETC. ARE BEING PLANNED THROUGHOUT QUEENSLAND IN THE NEXT
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FEW YEARS. FOR BOTH NEW CONSTRUCTION AND REMODELING, LABOR SAVING EQUIPMENT, GIVEN AN EFFECTIVE MINIMUM HOURLY WAGE OF ABOUT DOLLS 4.00 AND HIGH PREMIUM PAY FOR OVERTIME, NIGHT WEEKEND AND HOLIDAY PAY, IS MOST SOUGHT AFTER BY THE HOTEL, MOTEL AND RESTAURANT TRADE.

2. THE FOOD SERVICE MARKET , ESPECIALLY FAST FOODS, GREW AT AN

ESTIMATED 20 PERCENT LAST YEAR AND GROWTH IS CONTINUING. HIGH WAGE RATES FORCE MANAGEMENT OF GOURMET AND SPECIALTY RESTAURANTS TO CONSIDER ALL POSSIBLE WAYS OF SAVING LABOR. MANY ARE CURTAILING HOURS AND CLOSING ON SUNDAYS JUST TO STAY IN BUSINESS. FLASH FROZEN ENTREES AND MEALS HAVE GENERATED GREAT INTEREST BUT FEW ARE AVAILABLE LOCALLY. A US FIRM (FIRMS IN THIS LINE ESPECIALLY IF INTERESTED IN A LICENSING/JOINT VENTURE PROPOSAL SHOULD DO VERY WELL. THAWING AND HEATING EQUIPMENT MANUFACTURERS, ESPECIALLY COMMERCIAL MICROWAVE EQUIPMENT, SHOULD DO WELL. FOOD AND BEVERAGE VENDING EQUIPMENT IS ALSO BEGINNING TO BOOM AND REFERIGERATED VENDING MACHINES, COUPLED WITH CUSTOMER OPERATED MICROWAVE WARMING, APPEAR TO BE VERY GOOD PROSPECTS. GENERALLY, HIGH EFFICIENCY EQUIPMENT FOR SMALL AND MEDIUM FAST FOOD OPERATORS WOULD BE LOOKED ON FAVORABLY. KITCHEN, FOOD STORAGE, AUTOMATIC FOOD MIXING AND BLENDING AND OTHER EQUIPMENT FOR LARGE HOTELS, INSTITUTIONS AND CAFETERIAS ALSO SHOWS REASONABLE PROSPECTS FOR SALES. TWO NEW HOSPITALS ARE IN THE PLANNING STAGES AND SEVERAL OTHERS INDICATE INTEREST IN UPDATING THEIR KITCHENS. LABOR SAVING NOVELTIES OF ALL SORTS HAVE GENERATED SUBSTANTIAL INTEREST. PRODUCTS MENTIONED INCLUDE POPCORN AND PEANUT WAGONS, PORTION MEASURING PIE AND CAKE CUTTERS, DOUGHNUT MACHINES AND AUTOMATIC SLICERS. DEPARTMENT MAY WISH TO CONSIDER CONTACTING EXPORT MARKETING FIRMS WHICH REPRESNET A VARIETY OF KITCHEN EQUIPMENT AND/OR "GADGET" MANUFACTURERS.

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3. ABOVE ALSO APPLIES TO HOTEL/MOTEL FOOD OPERATORS, WHO, ADDITIONALLY, ARE LOOKING FOR SALAD BARS, DESSERT CARTS, ROAST BEEF CARTS AND HOT FOOD ROOM SERVICE EQUIPMENT (TO SUPPORT TRADITIONAL BED AND BREAKFAST OPERATIONS). ON THE ACCOMODATION SIDE, HOTELIERS ARE LOOKING FOR BETTER BAGGAGE HANDLING EQUIPMENT, NO IRON LINNENS, IN HOTEL LAUNDRY EQUIPMENT, SOPHISTICATED CARPET CAR EQUIPMENT AND OTHER LABOR SAVING CLEANING EQUIPMENT, POSSIBLY TO INCLUDE THE LATEST IN DISHWASHING EQUIPMENT.
CUMMINGS

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